Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

application:

Listing of Claims:

1-60. (cancelled).

61. (new) A method, comprising:

receiving, by one or more processors of one or more servers, a query log comprising

entries associating prior search queries with selected entity identifiers,

selecting, by one or more processors of one or more servers, a candidate string, from a

list of candidate strings, where the candidate string appears in search queries associated with a

common entity identifier, of the selected entity identifiers, in the query log and where the

candidate string is selected based on a distribution of different candidate strings appearing in

prior search queries associated with the common entity identifier, and

adding, by one or more processors of one or more servers, the candidate string to a query

rewrite table, where the candidate string is associated with the entity identifier and where, when

a new search query is received, the query rewrite table is used to identify the candidate string

and include the common entity identifier in a rewritten search query.

62. (new) The method of claim 61, where the candidate string is selected based on

counts of clicks on an entity identifier given a candidate string appearing in a prior search query

of the query log.

2

63. (new) The method of claim 62, where the candidate string is selected based on how statistically peaked the count for the candidate string is compared to the counts for one or more other candidate strings.

64. (new) The method of claim 63, where the candidate string is selected based on entropy of the distribution of counts of clicks for different candidate strings.

65. (new) The method of claim 63, where the candidate string is selected based on whether the count of clicks for the candidate string exceeds a combined count of clicks for one or more other candidate strings.

66. (new) The method of claim 61, where the entries of the query log include user behavior information and where the candidate string is selected in part based on the user behavior information.

67. (new) The method of claim 66, where the user behavior information includes whether a conversion occurred associated with the common entity identifier.

68. (new) The method of claim 66, where the user behavior information includes how much time a user spends accessing the common entity identifier.

69. (new) The method of claim 61, where the entity identifier is a hostname.

70. (new) The method of claim 61, where the entity identifier is a product identifier.

71. (new) The method of claim 61, where the rewritten search query is used to provide search results to a user.

72. (new) The method of claim 61, where the rewritten search query is used to provide a suggested search query to a user.

73. (new) A method, comprising:

receiving, by one or more processors of one or more servers, a search query, and

where the search query includes a string in a query rewrite table, including, in a rewritten search query, an entity identifier associated with the string in the query rewrite table, where the query rewrite table is constructed by:

receiving, by one or more processors of one or more servers, a query log comprising entries associating prior search queries with selected entity identifiers;

selecting, by one or more processors of one or more servers, a candidate string from a list of candidate strings, where the candidate string appears in search queries associated with a common entity identifier, of the selected entity identifiers, in the query log and where the candidate string is selected based on a distribution of different candidate strings appearing in prior search queries associated with the common entity identifier; and

adding, by one or more processors of one or more servers, the candidate string to the query rewrite table, where the candidate string is associated with the common entity identifier.

74. (new) The method of claim 73, where the candidate string is selected based on counts of clicks on an entity identifiers given a candidate string appearing in a prior search query of the query log.

75. (new) The method of claim 74, where the candidate string is selected based on how statistically peaked the count for the candidate string is compared to the counts for one or more other candidate strings.

76. (new) The method of claim 75, where the candidate string is selected based on entropy of the distribution of counts of clicks for different candidate strings.

77. (new) The method of claim 75, where the candidate string is selected based on whether the count of clicks for the candidate string exceeds a combined count of clicks for one or more other candidate strings.

78. (new) The method of claim 73, where the entries of the query log include user behavior information and where the candidate string is selected in part based on the user behavior information.

79. (new) The method of claim 78, where the user behavior information includes whether a conversion occurred associated with the common entity identifier.

80. (new) The method of claim 78, where the user behavior information includes how much time a user spends accessing the common entity identifier.

81. (new) The method of claim 73, where the entity identifier is a hostname.

82. (new) The method of claim 73, where the entity identifier is a product identifier.

83. (new) The method of claim 73, where the rewritten search query is used to provide search results to a user.

84. (new) The method of claim 73, where the rewritten search query is used to provide a suggested search query to a user.

85. (new) A system, comprising:

means for receiving a query log comprising entries associating prior search queries with selected entity identifiers,

means for selecting a candidate string, from a list of candidate strings, where the candidate string appears in search queries associated with a common entity identifier, of the

selected entity identifiers, in the query log and where the candidate string is selected based on a

distribution of different candidate strings appearing in prior search queries associated with the

common entity identifier, and

means for adding the candidate string to a query rewrite table, where the candidate string

is associated with the common entity identifier and where, when a new search query is received,

the query rewrite table is used to identify the candidate string and include the common entity

identifier in a rewritten search query.